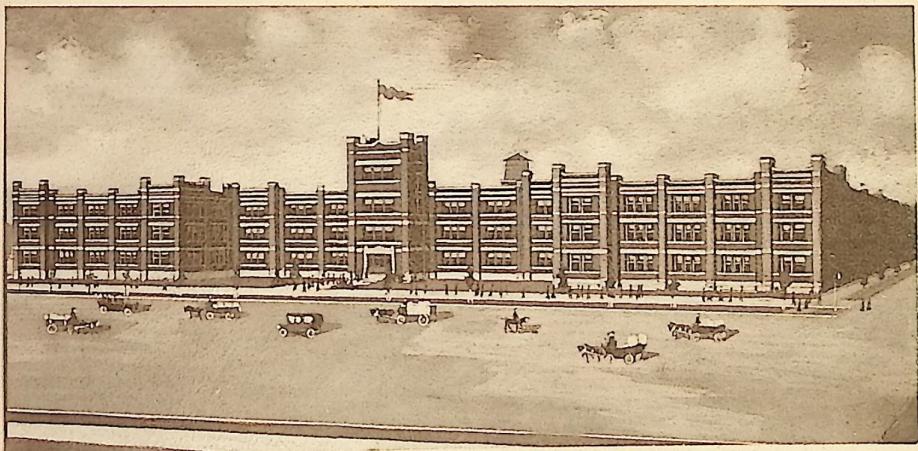


WEEKLY REVIEW



¶ Ground Broke for the Greater Gerlach-Barklow Factory.

¶ The Largest and Finest Calendar Factory in the World.

¶ Reinforced Concrete Will Be Used Entirely in Construction---Absolutely Fireproof.

¶ One Wing Promised Completion by May 1st.

The Weekly Review



Published in the Interest of the Sales Department of the Gerlach-Barklow Co.

VOLUME
T W O

Thursday, March 4, 1909

NUMBER
ELEVEN



THE GREATER G.-B. FACTORY

We began to break ground Saturday, February 27th, for the Greater G.-B. Factory. Perhaps you have been waiting to get some information in regard to the new building and have been wondering why you have not heard about operations. The fact of the matter is, we are building for the future and we thought it best to make haste slowly. Before deciding on the style of construction, officers of the Company visited a number of cities and investigated modern methods of construction. We finally decided that the very best construction known to modern building trades, reinforced concrete, should be adopted in the construction of our building. While the walls will be brick and Bedford stone to correspond with the present factory building and the design will be carried out practically as illustrated in the picture we have sent out, the building itself will be made of reinforced concrete. With the exception of the window frames, the doors, and the hardwood floors which will be laid on top of the reinforced concrete, there will be no wood in the new additions. All the beams and floors, as well as the roof, will be of reinforced concrete, making it absolutely fire proof.

While reinforced concrete has been used for

a number of years, it has been considered more or less of an experiment until recently, but now it is no longer an experiment, having been proven to be absolutely satisfactory in every way. While the expense of a reinforced concrete building is considerably more than wood construction, once the building is erected it should stand for ages, for concrete becomes harder and stronger the longer it stands. Therefore, the Greater G.-B. Factory will be built for all time.

Where the additions are added to the present factory, there will be a passage way between the two buildings, with two doors covered with fire proofing separating the buildings. To still further reduce the risk of fire, the new buildings will be fitted with the sprinkler system, thus bringing the cost of insurance down to almost nothing.

The approximate size of the additions will be 102 feet by 91 feet, three stories high, making the Greater G.-B. factory nearly 300 feet long, the largest calendar factory in the world. It will be furnished with the very latest improved machinery, and the arrangements for the manufacture of calendars, so far as cleanliness and light are concerned, will be as nearly perfect as it is possible to be made. This is the

first building of the kind that has ever been erected in Joliet, and will unquestionably be the most perfectly appointed building of the kind in use by any manufacturer of art calendars. It will be readily seen that the G.-B. Co. will be better prepared than ever and better prepared than any other concern for executing high grade calendars.

Work will be pushed as rapidly as possible, and we are promised a part of the new addition by the first of May, so that we are going to be prepared to handle the enormously increased

business which you are sending in.

The contract has been placed with one of the leading contractors of the Northwest, who has devoted most of his attention during the last several years almost exclusively to concrete construction.

Use this information freely and don't forget that with the best line of art calendars in the world and the best factory in the world for manufacturing art calendars, the G.-B. sales force should be the most successful calendar salesmen in the world.

SPECIAL BULLETIN

Greenhalgh First Man to Win Grip.

Lands \$1,500 "Plum" On March 1st.

Dutch Fishing Boats Captures This Magnificent Order.

Second Big Order For Greenhalgh This Year.

100% INCREASE MAINTAINED

Week ending Feb. 20th shows in round figures an increase of 100% over the corresponding week of last year. This ratio of increase has practically been maintained since the sales force entered the field Dec. 28th and it certainly is a remarkable record. Is it any wonder that we feel we need a factory three times the size of our present one?

Last year when the manufacturing was in full force we found ourselves crowded for room. This year the business so far is practically double and of course we have to prepare for the future as well as the present, and if we were to simply double our present factory, the chances are that in another year we would find ourselves crowded again.

Some of you undoubtedly will think that our imagination is running away with us, since when the new additions are made to the factory we will have the largest factory in the world devoted exclusively to calendar manufacturing, but we ask that you just stop for a minute and take into consideration your own individual work and your prospects for future years. Take the older men on our force, and almost to a man their increase this year is anything from 100 to 500% over last year's business, and isn't it only reasonable to suppose that they are going to build up a much larger business in years to come? Look at the work of Mr. Beelman, Cies, Coleman, Fairbairn, A. E. Gerlach, K. H. Gerlach, T. R. Gerlach, Lindsley, Moore, Scott, Shimmin, Ungerer and Woodman and a number of others of the older men, all of whom have shown grand work.

There are also a number of new men who are starting off at a wonderful pace, in fact some of them are making records that will make some of the older men hustle.

If a sales force not thoroughly organized can make such a splendid showing with, comparatively speaking, a new line, what can we expect after the G.-B. line has been on the market a few years? Isn't it only reasonable to suppose that every one of you will more than double your present sales within another year or two at least?

The G.-B. Company has never done things by halves, and we are now going to build a factory that will not only be the largest but the

best equipped and finest factory manufacturing calendars in the world.

Have you made your plans to win one of those fine leather grips? We have not as yet been able to get samples from the manufacturers, but the matter has been taken up with them and they are now working on them, and by the time Mr. Gerlach and Mr. Barklow return from the East samples will be ready to submit. You can rest assured they will be well worth striving for.

We hope that every man will make an effort to win out in the class we have placed him, in fact we have good reason to believe that a number of men in class "B" and some in class "C" will send in a volume of business that will win for them the better grade of grips. Please understand that class "B" men are eligible for the finest grips and class "C" men are eligible for both the class "B" or "A" grips.

We realize that it is going to mean some hard work for some of the class "C" men to win, as many of them are new men at the game and hardly know where to look for business, and to these men we would suggest that you make an effort to get at least so much business per week. Make an effort to do so much business every day, and if you run ahead of your mark so much the better. If you run behind strive to make it up the next day and do not figure that you can do it later on, later in the contest.

It has been our experience in similar contests of this sort that many of the winners of the better prizes have won out by a close margin. What does this mean? It simply means that each man has made up his mind to reach a certain mark, the mark set for him, and the fact that so many win out by a close margin is evidence that the mark was reached only by the hardest kind of work.

We would like to see every man win one of these grips and have set the marks for the different classes so low that every man should be able to win out. When we first considered this contest we had the figures set considerably higher, but even at that they were at a figure that every man could reach by hard work. On giving the matter the most careful consideration, however, we concluded to put them low enough so that absolutely every man had a good chance. Most every man in class "A" has been going along at a four-hundred and

fifty dollar per week clip and considerably better. The mark for the class "B" men is set at \$350.00 per week, which mark should easily be reached by every man in this class. The mark of \$250.00 per week set for class "C" men is so low that it appears to be like handing out so many grips, and any man who pursues systematic work will certainly reach this mark during the contest.

We want to see every man win out in his class and hope to see a great many go out of their class. Let every man make the effort, and even if you do not win out it certainly will mean just that much extra commission for you, there is absolutely no reason why you should not win, as the month of March and April are always splendid months in the calendar game.

The successful salesmen in the calendar business today are the men that have made it a practice to get business every day they are in the field. We have a number of these men on our force, men who rarely fail to send in business, and there are a great number of other men on other forces that we could mention. It is the steady producer that makes the successful salesman in the long run. The man who is content to do business on one day, and then take it easy the next day may make a fairly good thing out of the calendar business, but he will never be a star.

We were talking the other day with Gus Gerlach, who you no doubt know represents us in Chicago. City work is the hardest kind of work early in the year, but somehow or other Gus manages to get business every day. In the course of conversation we asked him how he succeeded in doing this, and he said that he simply made up his mind that he was going to do it, started out each day with that purpose in view, and stuck to it until he did get an order. He went on to tell of what we might call a new quality in salesmanship. He mentioned an experience he had a few weeks ago. He had several appointments among whom were some old customers, but after working the greater part of the day found that some of these prospects were away while others of the old customers could not talk to him and it had gotten along late in the afternoon and he had not secured an order. He was walking along when he passed a hay and grain establishment that looked to be prosperous, and he said to himself "Gus this is the place to get that order." Went into the office without a moment's hesitation, opened up his cases, and went at the man, as though it was simply a question of what subject he was going to se-

lect; the question of whether he was going to buy or not, never entering the conversation.

The man followed his talk for a while and finally picked out a calendar and gave him an order. When he got through the gentleman said to him "This is the funniest deal I have ever experienced, I have never heard of your company or you, and had no idea of buying a calendar 15 minutes ago," and Gus said to him "I had no idea of selling you 15 minutes ago, but when I saw your successful appearing establishment, I made up my mind that you could use good calendars to advantage and came in here to sell you." They had a good laugh over it and Gus walked away with the order. He says that since that time, he has found that this system pulls him out of many a bad hole, when a day looked as though it was going to be blank and he did not know where to go for an order.

There is no question but that the successful men are the men with strong personalities. The man who impresses upon the buyer that he is there to sell him, and that he has got the goods to offer. The minute you begin questioning a man as to whether he is going to buy or not ten to one he won't buy or will put you off.

We have shown the splendid increase of practically 100% for the year, and we want to see this increase kept up in March. We can only do this by hard work and we want every

IMPORTANT!

LEFT-OVER CARDBOARDS WITHDRAWAL NOTICE

Salesmen having samples of the following numbers in left-over cardboards will immediately withdraw them from the line, as they are all sold out:

Nos. 1391, 1392, 1393, 1397, 13910.

No. 1792.

No. 1892, "A Helping Hand," is in regular line (No. 2706), and must not be sold as a job.

Nos. 1992, 1994, 1997.

No. 2793.

Any further orders sent in for these numbers cannot be accepted.

man on the force to do his share. Remember that the G.-B. Co. is in its infancy, and that you are in a territory that should be worth anything from \$3,000 to \$6,000 per year to you in the way of commission, and there is no reason why many of you cannot exceed these figures.

To do this however, you have got to put in conscientious hard work and build up your territory. We are laying our plans at this end to take care of the business when it comes, and we want every man to lay his plans to get the business.

WEEK ENDING FEBRUARY 20th.

Gross Sales—Old Men.

Mr. T. R. Gerlach put in five days in the field starting for home on Friday night. During these five days he secured 14 orders with a total of \$2232.00, which gives him the position of number 1 in gross sales. On Monday he had five orders amounting to \$607.96; Tuesday two orders amounted to \$122.00; Wednesday's business amounted to \$370.45, this amount being made up of four orders. Thursday his two orders amounted to \$495.75, and on Friday one order \$635.25, Friday night he left for the factory as stated above. His increase over the corresponding week of last year is approximately 300%, which certainly speaks pretty well for the G.-B. line and the salesmanship of Mr. Gerlach.

K. H. Gerlach stands number 2 with a total of \$1326.25. This total was made up of 15 orders; Monday he landed three orders amounting to \$128.50; Tuesday was his poor day, he having secured but one order amounting to \$26.00; Wednesday his three orders amounted to \$181.50; Thursday three orders amounted to \$434.75; Friday four small orders reached the total of \$115.50; Saturday he secured his big order which amounted to \$440.00. The total as stated above is \$1326.25 as against \$811.75 for the corresponding week of the previous year, which certainly is a splendid increase.

Mr. Shimmin stands number 3 with a total of \$768.05, which is made up of eight orders. It is only fair to say however, that Mr. Shimmin's total was helped out considerably by the fact that a subject-to-countermand order amounting to \$518.40 passed the critical point, and goes to his credit this week. This order by the way was part of a large order placed by one of Mr. Shimmin's customers early in the year. This concern has two or three branches and when they placed their order, they could not place a straight order for the full amount without taking the matter up with the man-

agers of the different agencies. They however did give Mr. Shimmin a straight order for something over \$400.00 and a conditional order for the above amount. The total order of this concern as it now stands amounts to \$930.40. The subject sold these people was "Moonlight on the Old Canal" in series M7.

Mr. Coleman stands number 4 with a total within a few dollars of Mr. Shimmin's. He reported business every day and a total of 19 orders, which is truly a splendid record. Mr. Coleman has been reporting a splendid business week after week, and only has missed a few days during the entire year. On Monday his three orders amounted to \$89.00; Tuesday five orders \$192.60; Wednesday was his poorest day he having secured but two orders amounting to \$62.00; Thursday was productive of four orders amounting to \$169.00; Friday three orders amounting to \$139.25, and Saturday two orders \$86.25.

Mr. Lott stands number 5 with a total of but three orders to his credit. One order however, was a splendid order for mailing cards amounting to \$540.00. In addition to this he secured a good order on Monday and another fair one Friday. He lost out on Tuesday, Wednesday and Thursday, that is we assume he lost out not having received reports for either day.

Mr. Lindsley follows Mr. Lott with a total of 7 orders and business for five days. Monday was his hoodoo day; Tuesday he secured one order amounting to \$113.00; Wednesday a small order; Thursday three orders amounted to \$178.33; Friday another small order, and Saturday his single order amounted to even \$200.00.

Mr. Beelman stands number 7 his total being within a few dollars of Mr. Lindsley's. He reports another clean week and a total of 14 orders. Monday and Tuesday were each productive of small orders; Wednesday one order amounts to \$104.20; Thursday two more small orders; Friday three orders amounted to

\$161.50; Saturday was his big day he secured 5 orders for a total of \$170.65.

Mr. Woodman follows Mr. Beelman his total being just eight dollars less. Mr. Woodman reports a clean week with a total of 11 orders. Upon referring to the sales book we find that Mr. Woodman's increase over the corresponding week of last year is almost 300%.

Mr. Scott follows Mr. Woodman. He reports business for five days, having lost out on Saturday. You no doubt will understand why it is hard to do business on Saturday in a large city, and we are frank to say that Mr. A. E. Gerlach is one of the few men that we know of who is able to land business practically every day of the week in a large city. Mr. Gerlach by the way follows Mr. Scott with a clean week to his credit and a total of six orders.

The following also reported a very fair business: Messrs. H. E. Smith, Carter, Ungerer, Rowe and Meyer.

Gross Sales--New Men.

Mr. Byron again leads the new men his total being \$490.00, just \$9.00 over that of the

previous week when he led the force under this heading. Last week he reported a total of 9 orders and business every day. This week he has 12 orders and business every day. On Monday he secured one order; Tuesday two orders; Wednesday one order amounting to about \$100.00; Thursday was productive of two orders; Friday four orders amounting to \$189.60; Saturday two more. As we have stated previously Mr. Byron is a new man with us, and is making a truly magnificent record. He is reporting business every day and if he keeps up his present gait he is going to make some of the old men on the force hustle before the year is over.

Mr. Publow is a late addition to the force, working in the far Northwest among our Canadian brothers. He reports a clean week and a total of 10 orders, amounting to in the neighborhood of \$450.00.

Mr. Brooks follows close behind Mr. Publow with a total of 15 orders and business for four days. He has rather a peculiar record for the week. Monday he landed three orders amounting to about \$100.00; Tuesday eight orders amounting to \$225.00; Wednesday one small order; Thursday and Saturday he was

STANDING OF G.-B. SALESMEN FOR WEEK ENDING, FEB. 20th, 1909

	Sales Old Men.	Sales New Men.	Days Business	No. Orders			
Albert	22		6	16			
Atherholt		36	7	17			
Barber		20	4	12			
Barclay		5	3	6			
Beelman	7		1	4			
Bettom		16	1	7			
Betts		33	6	16			
Bing		32	5	15			
Blodgett		7	3	9			
Brooks		3	3	3			
Bruce			5	15			
Byron		1	1	5			
Carter		12	1	6			
Cies		16	1	7			
Coleman	4		1	1			
Considine		29	5	15			
Cooley		17	2	9			
Coulter		36	7	17			
Ellis		22	4	13			
Fadely			4	14			
Fairbairn	24		5	15			
Finley	25		6	15			
Gerlach, A. E.	20		1	11			
Gerlach, K. H.	10		1	3			
Gerlach, T. R.	2		2	4			
Greenhalgh		1	7	17			
Grossman	26		34	6			
Henaghan			28	4	12		
Howe					19	4	13
Huffert					11	3	11
Lambert					8	3	8
Lindon					25	4	14
Lott					5	4	14
Lindsay					6	2	10
Marks					26	4	12
McCully					17	1	7
McDonald, W. B.						6	2
McDonald, W. A.						18	4
McFadden						27	6
McLaughlin						31	5
Meyer							15
Moore						15	4
Morton						18	2
Osmun						19	4
Paige						21	14
Parks							12
Pierce, W. B.							16
Publow							16
Reilly							7
Roberts							15
Rowe							10
Saxton							9
Scott							7
Shepard							15
Shimmin							11
Smith, F. A.							10
Smith, H. E.							10
Thompson							17
Ungerer							14
White							14
Whittier, E. L.							15
Whittier, J. G.							14
Woodman							6

skunked; Friday he had three fair orders.

Mr. W. B. Pierce stands number 4 among the new men. He secured business only on Monday and Saturday, one order on each day but they were both good orders, and landed him in this position. Mr. Pierce has not been able to strike his gait for some reason or other, but we hope the ice is now broken and that we may see his name well up in this column from now on.

Mr. Barclay follows Mr. Pierce his total being just a few dollars less. He reports a total of 11 orders and business for four days. We did not receive a report from him for Monday but assume that he had a blank day.

Mr. H. B. McDonald stands number 6. He reports a total of 17 orders and business for five days. On Monday his four orders amounted to \$158.00; Tuesday he had four small orders; for Wednesday we did not receive a report but assume that no business was secured. Thursday three orders amounted to \$50.00; Friday five orders close onto \$100.00; and Saturday one small order.

Mr. Blodgett follows Mr. McDonald with a total of eight orders and business for four days. This is another case where we have not received reports for either Friday or Saturday.

In this connection we want to say that a number of salesmen have not sent in their daily report blanks for days on which they evidently failed to secure business, and we want to say that it is absolutely necessary that reports come in regardless of the fact as to whether or not business was secured. We use the daily report blanks in keeping up our map system. If you have worked a town you want to get credit for working it, as future business might come from this town, and unless it was so indicated that you made the town you would not get credit for this business, furthermore it is part of our system and really necessary.

Mr. Lambert follows Mr. Blodgett with a total of nine orders and business for four days. Monday and Tuesday were his best days and we regret that he could not finish the week as strong as he started it.

Mr. Parks is one of the consistent performers among the new men. He is working in a territory in which we could hardly say we were well represented last year, but at that he is managing to secure business practically every day, with very fair totals to his credit. We have the utmost confidence in Mr. Parks and

are confident that he is building up a splendid future business in his territory.

Mr. Shepard follows Mr. Parks with a total of four orders and business four days. There are quite a number of other new men that have reported very fair totals among whom are the following: Messrs. Huffert, White, E. L. Whittier, F. A. Smith, Roberts and Betton.

Days' Business.

We are glad to note that there is an improvement under this heading, 12 men having gone through the week with a clean record. There is also a greater number of men who secured business five and four days in the week. Those securing business every day are as follows: Messrs. Beelman, Betton, Byron, Carter, Cies, Coleman, A. E. Gerlach, K. H. Gerlach, McCully, Parks, Publow and Woodman. In last week's issue we maintained that 80% of the men on the force should be able to land business every day, we still think this is possible by a little hard work. Start March off right. Make it a point to get business every day.

Number of Orders.

There is a substantial increase in the number of orders booked and the average size of each order is just about the same as previous week. The total business reported for the week however shows an increase of almost 50% over the previous week, and this accounts for the greater number of orders.

Mr. Coleman again leads the force under this heading with a total of 19 orders. Last week he led with a total of 17 orders. Mr. H. B. McDonald stands number 2 under this heading with a total of 17 orders. Mr. K. H. Gerlach and Mr. Brooks tie with a total of 15 each. Mr. T. R. Gerlach and Mr. Beelman tie with 14 orders each. Mr. Byron follows with a total of 12.

There are five tie for position No. 11, each of the following men having a total of 10 orders each: Mr. Betton, Mr. Cies, Mr. McCully, Mr. Parks and Mr. Publow. Mr. F. A. Smith and Mr. Lambert tie for 17th place with a total of 9 orders each. There are three tied for 19th place, viz. Mr. Blodgett, Mr. Rowe and Mr. Shimmin each with a total of eight orders.

SOME GOOD ORDERS

Mr. Blodgett's best order of the week was from a bank. They selected "Doris," in D6, "A Merry Christmas" in D28 and 50 jumbo hangers "Raising the First American Flag," the entire order amounting to \$139.88.

Mr. Howe sold a lumber company "Edge of the Wood" in series M20. This order amounts to \$127.50. Mr. A. E. Gerlach's best order was secured from a manufacturer of cigars. It amounts to \$175.50, their selection being "A June Rose" in series D4.

Mr. K. H. Gerlach's two best orders of the week were bank orders. The larger of the two amounts to \$440.00. He sold them "An English Fishing Village" in series M7 mount also series 7 roll and a few duo hangers and some plain business hangers. The other order amounts to \$362.00.

Mr. T. R. Gerlach's good orders of the week are as follows: An insurance agency selected "Dutch Fishing Boats" in series D12, the order amounting to \$118.00 with the privilege of increasing the order. A bank placed an order amounting to \$213.16, their selection being "Raising the First American Flag" in series 1 and 7 roll, and "Beech Forest, Springtime" in series M15. A hardware and coal dealer selected "Mrs. Murray's Strategy" in M22 and 22 cardboard. This order amounts to \$184.50. A lumber company selected "An English Fishing Village" in series M2 their order amounting to \$364.75. Mr. Gerlach sold another lumber company the same day some "left over" hangers "The Call" in series 1. This order amounts to \$131.00. His best order was from a bank and amounts to \$635.25. He sold them "Beech Forest, Springtime" in mounts and 1000 special business calendars. A dealer in grocery, stationery, etc., selected "Edge of the Wood" and "Autumn in the Tyrol," the first mentioned in series M20 and the latter in M15. Their order amounts to \$143.30. A firm of real estate dealers placed a mixed order amounting to \$182.45. They selected all cardboard calendars

size 7x11 with a few De Luxe mounts.

Mr. Lindsley had two good orders to his credit during the week. These likewise were both bank orders. The best one amounts to \$200.00. He sold these people "The Sentinel" "In the Marshes" and "Safely Guarded" all in series 7 roll. His other bank order is a mixed order for hangers, cardboards and mounts, the total being \$118.00.

Mr. Meyer's best order was secured from a building and loan association and amounts to \$113.00. The subject sold being "Virginia" in series M6.

Mr. W. A. McDonald sold an ice company, "Ready for the Day's Work" in series M25 mount and series 25 cardboard, the order amounting to \$124.50.

Mr. Pierce had two good orders to his credit during the week. The better of the two was from a dealer in builders' materials. He sold them "An English Fishing Village" in series 2 roll and series M2 mount. This order amounts to \$205.95. His second good order was from a manufacturer of office fixtures. They selected "Moonlight on the Old Canal" in series M7, the order amounting to \$190.00.

Mr. Rosenfield sold a bank 9000 Palm series mailing cards, the order amounting to \$114.00. Mr. Scott had two good orders during the week. One was from a live stock commission company. He sold them some left overs "Perils of the Chase" with tubes, the order amounting to \$194.50. A tailoring concern gave him an order amounting to \$111.50, their selection being "Tender Memories" in series M22.

Mr. H. E. Smith has a good order to his credit which amounts to \$163.50. The subject sold was "Twilight" in series M29. Mr. Shimmin's good order of the week was the subject-to-counterman order which we referred to elsewhere, it amounts to \$518.00.

Mr. Ungerer sold a cement company "Eleanor" in series M8 and D8. This order amounts to \$122.95. Mr. J. D. Whittier sold a candy company the Fery series mailing cards with envelopes, the order amounting to \$141.00. Mr. White landed an order from a publishing firm for "A June Rose" in series 27 with reinforced mailers, the entire order amounting to \$229.50.

NEWS FROM THE FIELD

BEELMAN AFTER ONE OF THOSE PERSONAL GRIPS.

We have not had time to hear from but very few of the force regarding the announcement appearing in the last issue of the Review, regarding the contest that is now on, but those in nearby territories have promptly responded, and to a man they state that they are out to win.

Mr. Beelman states that he expects to give shipping instructions for his grip about April 17th, and we wish to assure him that we await with pleasure his instructions in the matter. We hope we will be able to ship one to every man on the force. Mr. Beelman's letter follows:

"I am at present using Mrs. B's grip, and she objects to the rough usage it receives, so I suppose I will have to get one of my own in some way or other. I know of no more profitable method than winning it in the contest which starts March 1st. Please reserve a good one for me and I trust I will be able to send you shipping instructions about April 17th. In other words I am going to make a great effort to sell \$2100.00 worth of goods before April 17th, and will be disappointed if I do not reach that amount.

I met the calendar man who makes the northern part of this state for the _____ Co. a week ago, and I haven't seen a more discouraged man for a long time. He was afraid to go to _____ for fear of losing his job. He reported a fair January and then he got in behind Mr. Lambert for two weeks and me for one week, he has great respect for the G.-B. line now.

Yours truly,
C. M. BEELMAN."

UNEXPECTED BUSINESS FOR MR. SCOTT.

In sending in an order the other day, which by the way was not a large order, Mr. Scott explains that he writes about it simply because it goes to show that you never can tell where you are going to get business. The people who gave him the order were people that he had called on when in the directory advertising business a few years ago, and who tired him out. If a man is inclined to advertise at all, or even if he is not inclined to advertise a few logical arguments and a look at a few of the G.-B. stars, ought to convince him that such advertising will pay. Mr. Scott's letter follows:

"Enclosed order came from a concern that tired me out a few years ago, when I sold directory advertising. I dropped them, but met one of them on the corner by accident today. They had not seen me for three years; I told them why, and sold them calendars where nothing else would interest them. Moral—G.-B. calendars attract the most diffident buyers as well as the most discriminating.

Yours truly,
JAMES T. SCOTT."

THE OSBORNE DE LUXE LINE.

We have been informed by one of our salesmen that the Osborne Company have gotten out a De Luxe line copied after ours. We are not at all surprised at this, in view of the pronounced hit that our

splendid line has made. Ever since the G.-B. line was put on the market we have been dubbed followers, novices and many other titles of a like character and it is rather surprising that the so-called "greatest company on earth" should copy anything issued by the G.-B. Co. It simply goes to show that some of the older houses are in a rut and it was up to the G.-B. Company to make them get out of it. When the occasion presents itself you can use this argument to good advantage.

J. G. WHITTIER WINS OUT AGAINST STRONG COMPETITION.

In sending in an order the other day amounting to \$219.50 Mr. Whittier states that the G.-B. line won out in direct competition against nine different lines. Mr. Whittier writes as follows:

"The order from the _____ Company amounting to \$219.50 comes from a concern that has looked over nine lines. The Osborne man was there all one day a week before I got there, and all of the leading companies with the exception of B. & B. had shown their lines. I understand that the B. & B. man was not allowed to open his case.

Another prospect in Brockton has seen five lines and told me he had never seen as fine a line, as I showed him. He informed me that he was not in a position to place the order now, but is very much impressed with our subject "Ready for the Day's Work." He states that he will give me his order as soon as things shape themselves so that he can place the order.

J. G. WHITTIER."

GROSSMAN SAYS HE'S AFTER A PRIZE.

All the boys from whom we have had time to hear are enthusiastic about the contest now on. Mr. Grossman says that he will be "mad as a March hare" if he does not win one of those grips. Here's to his success. He writes as follows:

"Enclosed find route for 1st week in March. I sure am going after one of those prizes and will work for one of the top ones, and if I do not get one I will be as mad as a March hare.

Yours truly,
E. C. GROSSMAN."

THREE OSBORNE CUSTOMERS SUCCUMB TO G.-B. LINE.

Mr. Moore sent in a report the other day amounting to \$137.00 covering three orders. He states that all three of these orders were from Osborne customers who had purchased Osborne calendars for years. We notice that Mr. Moore did not land any business in this particular town last year, but he certainly did some missionary work, and this is what every G.-B. salesman should do. If you cannot sell a man because he has bought or for any other reason, at least let him know what kind of goods we are making here. If he will look at the G.-B. line you will certainly get the opportunity of figuring with him the following year. Mr. Moore's letter follows:

"Enclosed find report with three orders for

\$137.05. The O. man will certainly be disappointed when he reaches this place. He made this his home for many years, and of course sold nearly everybody. Two out of three I am sending in now were his customers, also the order sent in last night, and I think I will land another of his customers tomorrow.

I wasn't able to do anything here last year, but I did a few stunts in a missionary way, and you see at least three people were kind enough to remember me and the fine line I carried.

Looks mighty bad out, with one of the worst "blizzard" of the season blowing, and you know it only takes a good "heavy fog" to tie up most of these branch lines in N. Dak.

Hoping for the best,
Yours,

MOORE."

"READY FOR THE DAY'S WORK" WINS OUT FOR SHEPARD.

Mr. Shepard landed an old Murphy customer for a nice order amounting to \$153.00. He states that these people have bought from Murphy for four years but they could not get away from the G.-B. line. His letter follows:

"The enclosed order I took away from the Murphy Co., as they have had this business for four years, although Mr. W. did give Murphy's man a small order this year, as he has been buying his coal of him.

"Ready for the Day's Work" captured the order as Mr. W. fell in love with this subject the moment he saw it.

This man's order will be larger another year, as he intends to open an office on the other side of the city, and if these calendars are satisfactory I stand a good show to get a larger order next year.

SHEPARD."

MR. WHITE GETS A SCARE.

Mr. White states that he received a letter from a customer he had sold for us late last year, which he thought was going to be a kick but later turned out to be a compliment. His letter follows:

"You will remember how at Convention my heart came up in my mouth when I received a letter from the K. C. Co., saying they had received the calendars I sold them, and they wanted to see me as soon as possible. Well my heart dropped in my shoes, it went the other way this time. I was sure there was a kick and I don't like kicks. I called and the buyer

Mr. W.— said the calendars were fine, the finest he has ever seen. He had noticed the interest I took in the order when taken, and he wanted the pleasure of telling me how well they were pleased.

He wanted me to sell them their calendar for another year, and they would buy sooner. My heart returned to its normal position.

Yours,

S. H. WHITE."

DE LUXE LINE WINS OUT FOR COLEMAN.

Mr. Coleman writes about an old Murphy customer who could not get away from our De Luxe line, although he had placed a subject-to-countermand order with the Murphy Company. "Isabel" is the subject that won out for us. Mr. Coleman's letter follows:

"Am sending you an order from a druggist that I got after he cancelled another order placed early subject-to-counter. Simply couldn't resist our De Luxe even though he was waiting to see the Murphy line also.

COLEMAN."

A COMPETITOR'S MISTAKE SWINGS ORDER TO LINDSLEY.

Mr. Lindsley landed an order amounting to \$113.00 simply because a competing salesman had not been careful regarding the exclusive use of a certain subject. These people had been Murphy customers for several years, and were perfectly satisfied until last year when a concern having a branch in the same city that they were located distributed the same calendars. These mistakes are likely to occur on the part of any salesman and it behooves you to be very careful in this respect, as you are likely to make the same mistake as the Murphy man and lose a good order next year.

Mr. Lindsley's letter follows:

"I enclose an order from the Citizen's State Bank of Hartford City. Murphy has had this for years, but last year the salesman sold the same subject to an outside party who had a branch in Hartford City, so the bank found out too late that the subject was not an exclusive one for them.

Yours,

F. H. LINDSLEY."

A SATISFIED CUSTOMER

Late last year Mr. A. E. Gerlach sold a grain company a bill of calendars amounting to \$136.00, and thereby hangs a tale. When Mr. Gerlach called upon these people they treated him very nicely, but they could not possibly see how a calendar was going to do them any good in their particular line of business. It appears that they are brokers and dealers in grain, which they treat by a special patented process, and their dealings are with large brokers throughout the prominent cities of the U. S., most of their customers being men connected with large and prosperous companies located in the Stock Ex-

changes and the Board of Trade in the different cities. They figured that men of this character would not be influenced by a calendar. As stated above they could not possibly see where the distribution of calendars would do them a particle of good.

While they could not get themselves interested in the proposition to any great extent, Mr. Gerlach did finally succeed in getting their order for \$90.00 odd, the subject selected being "Christmas Morning" on a black mount with advertisement embossed in white. They were rather fussy about the make up

of the calendar, and it took some little pains and bother to finally satisfy them, but in due course of time the goods were shipped, and they had hardly received them before they sent in an additional order bringing the total order up to \$136.00. Their calendars had not any more than been distributed before it was very forcibly brought to their attention that their calendar had made a distinct hit and was proving a splendid advertising medium for them.

They wrote us one or two nice letters complimenting us on the work, and finally sent us a batch containing some few hundred letters that they received from customers and others, acknowledging the receipt of calendars. Among this batch was a great number of letters from other people in their line asking for copies. The fact that they took the trouble to send us this large bunch of mail, is the best kind of evidence that they are interested in the proposition, and that they fully realize the possibilities of calendar advertising. Here is a story that is worth remembering when you run up against a buyer who thinks that calendars will do him no good.

Calendars will advertise successfully any line of business. Every one knows that a Board of Trade man is a pretty busy man, and when a concern sending out a few hundred calendars can get a bundle of acknowledgments and letters such as these people have sent us, what better evidence as to the merits of calendar advertising could be required?

We know that this concern are so enthusiastic over the calendar proposition that they would not have the least objection to our using their name, or your using it in your work, and if any of you wish the name of this concern, we shall be glad to hear from you.

In this connection we might say that we copied quite a few of these letters and sent them out to salesmen in the territories in which these letters were written, and no doubt some of you received at least one or two of these letters. If you did not receive copies it was because there were no inquiries from your particular territory.

A few of the letters follow:

A Montpelier, Vt. company writes as follows:

"We wish to thank you for your very handsome calendar. It is admired by all, and considered the best yet received. It certainly presents the same high quality we find in _____ Grain Co.'s clips.

Again thanking you and wishing you a prosperous New Year, we remain,"

Some large shippers of grain in Wilkes-Barre, Pa., say:

"We are in receipt of your very beautiful calendar in fact one of the finest that we have received this year and we appreciate it accordingly. The fact of it being so very choice makes it rather doubtful as to how long it will remain in the office but whenever it goes it will be appreciated and we can assure you that we are very much indebted to you for so fine a calendar.

Wishing you a very happy and prosperous New Year, we remain,"

Here is one from Poughkeepsie, N. Y.

"We acknowledge receipt of your very artistic calendar, which will occupy a conspicuous place in our office during the coming year. Please accept thanks for same."

Yours truly,"

A large company at Springfield, Mass. writes as follows:

"We are in receipt of your very handsome calendar today. The writer holds a high opinion of the West but was not aware of the startling beauties you have in Chicago.

Thanking you for the remembrance and wishing you the compliments of the season, we remain,"

Here is one from Rutland, Vt.:

"Your calendar received and it is the slickest one of the season. Many thanks for same."

Wishing you a prosperous New Year, we are,"

A Cincinnati Commission Co. write as follows:

"I have yours of the 8th, your compliments are certainly very gratifying, and I take pleasure of mailing one of the calendars to Mr. H_____, and have also sent one to Mr. B_____. This merely confirms what I always thought of your company, and that is that they are splendid judges of anything that is good, nice ladies not excepted.

With kindest regards, I am,

Yours truly,"

A firm at Portland, Me., say:

"We are in receipt of your New Year's calendar for which please accept our thanks. We consider it very handsome, and shall take pleasure in giving it a prominent place in our office.

As a favor we would ask that you mail one of these calendars to _____.

Thanking you in advance for the favor, and wishing you a Happy New Year, we remain,"

Here is one from Boston:

"As a personal favor to the writer, I wish that you would please send one of your beautiful calendars for 1909 to _____.

Thanking you in advance and wishing you a very prosperous New Year, I remain,"

Here is one from a Chicago firm of commission merchants:

"We are in receipt of your handsome calendar for 1909 and it certainly is a very artistic piece of work. Permit us to say that it is up to standard grade, just as the Oats is always up to standard grade which you distribute to the trade.

We thank you for remembering us, and wish you a happy and prosperous New Year.

Yours very truly,"

A member of a large Philadelphia firm writes in this way:

"Mr. W____ will be pleased to have you mail him one of your calendars at his home address, which is_____, Philadelphia, Pa. Thanking you in advance, we are,

Yours truly,"

Here is one from Boston:

"We beg to acknowledge receipt of your calendar, which we are very sorry to report arrived in very bad condition on account of being doubled up. We hope for better results next time. The writer would like very much to receive one of these calendars and will see that it has a prominent place in our office, which is on the first floor of our Chamber of Commerce.

Wishing you a happy New Year, we remain,

Yours truly,"

Another Boston firm writes as follows:

"I have noticed that you are sending out an extremely attractive calendar to several Brokers in Boston. In case you are sending out more than one design, would say that the one I have in mind is one with a three quarters view of a young woman on it.

Would be greatly obliged if you would send one to the address below.

Yours very truly,"